



RAJARAJESWARI COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

14TH MAIN RAMOHALLI CROSS KUMBLUGUDU, MYSORE ROAD BANGLORE-560074



DEPARTMENT OF MBA

Department of Management Studies a PG Program in RRCE was established in the year 2008 with an intake of 60. It is equipped with multi-talented, highly experienced faculty and offers four specializations which are in much demand in industries like Marketing, HR, Finance and Business Analytics. The department has Research Centre recognized by VTU.



The department has developed a special niche for itself in imparting quality management education. The students of the department are trained to be a perfect blend of current industry knowledge and skills of modern management through various value added course and Industry oriented training. The main motto of the department is to bring the charismatic leadership Qualities in Students

PATRON OF RRG I



**DR. A.C.SHANMUGAM,
CHAIRMAN
B.A, L.L.B, FIMSA, FRCPS (GLASGOW, UK)**



**SRI. A.C.S. ARUN KUMAR
VICE CHAIRMAN
B.TECH (HONS), LMISTE, MIET, (UK),
LMCSI,**

PRINCIPAL OF RRCE



**DR. R. BALAKRISHNA
PROFESSOR AND PRINCIPAL
M.SC, M.TECH, PHD**

**HEAD OF MBA DEPARTMENT
RRCE**



**DR. LAKSHMI B.L,
ASSOCIATE PROFESSOR (HOD)
MBA, MA, MPHIL, PHD**

VISION & MISSION

DEPARTMENT OF MANAGEMENT STUDIES



VISION

- **Developing Competent Managers:** Equipping individuals with the knowledge, skills, and abilities to excel in managerial roles, including strategic thinking, decision-making, problem-solving, and leadership.
- **Fostering Innovation and Entrepreneurship:** Encouraging creativity, risk-taking, and adaptability to drive business growth and development.
- **Building Ethical and Responsible Leaders:** Emphasizing the importance of integrity, social responsibility, and sustainable practices in management.
- **Advancing Management Knowledge:** Contributing to the body of management knowledge through research and scholarly inquiry.
- **Addressing Global Challenges:** Preparing managers to tackle complex global issues such as climate change, inequality, and technological disruption.

MISSION

- To transform life through excellence in education, research and consultancy.
- To develop necessary competencies in students by providing exposure to advanced areas of knowledge through teaching, research and consultancy
- To help transform entrepreneurial ideas into sustainable economic and social organisations.
- To enhance employability and provide adequate opportunities for better employment.
- To promote moral and value based learning.
- To inculcate multiculturalism and accommodate diversity

"WE SHOULD BE JOB PROVIDERS NOT JOB SEEKERS "
-DR. A C SHANMUGAM (CHAIRMAN)

WORKSHOP ON DESIGN THINKING, CRITICAL THINKING & INNOVATION DESIGN

TO MOTIVATE STUDENTS BY BLENDING DESIGN THINKING WITH CRITICAL THINKING AND TO FOSTER INNOVATION THAT DELIVERS CUSTOMER-CENTRIC SOLUTIONS. HOW TO OVERCOME CHALLENGES WITH CRITICAL THINKING. SOLVE REAL WORLD PROBLEMS SESSION. STUDENTS WERE INSPIRED BY HOW THE LEAD BY DESIGN COMPANY SOLVES CRITICAL PROBLEMS. THEY WERE MOTIVATED AND TAUGHT HOW TO SOLVE PROBLEMS AND COME UP WITH INNOVATIVE IDEAS USING THE THINKING PROCESS



“PROZONE - PLACE OF PROMOTION”



MARKETING ACTIVITIES CAN HELP STUDENTS DEVELOP SKILLS IN COMMUNICATION, CRITICAL THINKING, AND PROBLEM SOLVING. THEY CAN ALSO LEARN HOW TO APPLY MARKETING THEORIES AND TOOLS TO SOLVE PROBLEMS.

ALUMNI TALK ON: "BRIDGING THE GAP: FROM ACADEMIA TO THE CORPORATE WORLD"



AIMS TO CONNECT CURRENT STUDENTS WITH ALUMNI TO PROVIDE INSIGHTS INTO TRANSITIONING FROM ACADEMIC LEARNING TO THE PROFESSIONAL WORLD

"TALENT HUB -ADHVAYA" ORGANIZED BY UTTISHTA MANAGEMENT CLUB

OBJECTIVE: STUDENTS SHOWCASING THEIR TALENTS RELATED TO DIFFERENT CULTURAL FIELDS. PARTICIPANTS: TALENT HUB WITNESSED ENTHUSIASTIC PARTICIPATION FROM MBA IT & 3RD SEMESTER STUDENTS WHO ACTIVELY ENGAGED IN PROGRAM.



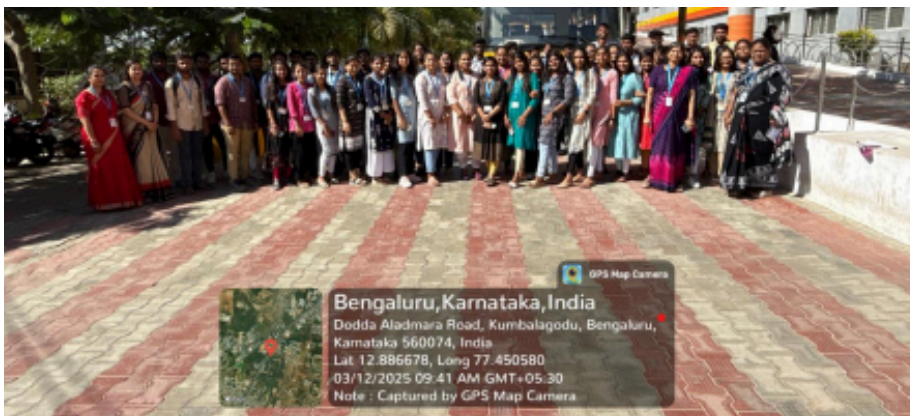
INDUSTRY VISIT TO BAMUL

The Department of MBA successfully organized a Industrial visit to Bamul on 12/03/2025, to establish a link between theory taught in a classroom and actual practical concepts. Bridge the widening gap between theoretical learning and practical exposure by giving students first-hand exposure to identify the inputs and outputs of different business operations and processes performed at the workplace.

Objective:

Demonstrate the career prospects available in their industry to the students and also to pick exceptional candidates for their company.

Create a strong bond between the company and the organization that helps the industry to recruit candidates from the college by conducting placement programs.



HEALTH CARE PROGRAM ON "WOMEN HEALTH MATTERS - MENSTRUAL HYGIENE"



THE DEPARTMENT OF MBA SUCCESSFULLY ORGANIZED A HEALTH AWARENESS PROGRAMME ON "WOMEN HEALTH MATTERS - MENSTRUAL HYGIENE" PROGRAM RAISED AWARENESS ABOUT THE IMPORTANCE OF MENSTRUAL HEALTH AND HYGIENE, EDUCATING WOMEN ON PROPER PRACTICES AND PROMOTING OVERALL WELL-BEING. IT EMPOWERED PARTICIPANTS WITH KNOWLEDGE TO MAKE INFORMED DECISIONS REGARDING THEIR MENSTRUAL HEALTH. OBJECTIVE: RAISE AWARENESS ON MENSTRUAL HEALTH PROMOTE ACCESS TO HYGIENIC PRODUCTS REDUCE STIGMA AND TABOO AROUND MENSTRUATION

3 DAYS, WORKSHOP ON EXPLORATORY DATA ANALYTICS FOR BUSINESS

OBJECTIVE:

- TO LEARN EXPLORATORY DATA ANALYSIS TOOLS ARE IN ORDER TO GET INSIGHTS ABOUT THE DATA SUMMARY
 - IDENTIFY PATTERNS, UNCOVER DATA QUALITY ISSUES, SPOT CORRELATIONS, AND HIGHLIGHT OUTLIERS FOR ACCURATE ANALYSIS.
- CHIEF GUEST & RESOURCE PERSON: WE WERE HONORED TO HAVE MR. MOULIESWARAN.D AS THE CHIEF GUEST, WHO SHARED VALUABLE INSIGHTS INTO THE EVOLVING LANDSCAPE OF POWER BI. THE KEY NOTE SESSION WAS DELIVERED BY MR. MOULIESWARAN.D, QA/ ANALYTICS TRAINER- HEAD OF ARIVUPRO SKILLS WHO ELABORATED ON EXPLORATORY DATA FOR BUSINESS.**



SEMINAR ON RAISING CAPITAL & MANAGING FINANCE FOR STARTUPS



Activi

OBJECTIVE: PROTECTION OF CAPITAL .MINIMIZATION OF COST MAXIMIZATION OF PROFIT CHIEF GUEST & RESOURCE PERSON: WE WERE HONORED TO HAVE MR. LOKESH AS THE CHIEF GUEST, WHO SHARED VALUABLE INSIGHTS. THE KEY NOTE SESSION WAS DELIVERED BY MR. LOKESH, MENTOR-IC, RRG, FOUNDER AND START UP CONSULTANT, AGASTHYA ACADEMY, BANGALORE, WHO ELABORATED ON RAISING CAPITAL & MANAGING FINANCE FOR STARTUPS KEY HIGHLIGHTS: INTERACTIVE Q&A SESSION WITH PARTICIPANTS INVESTMENT AND RAISING FINANCE FOR STARTUPS TO BUILD INTEREST TOWARDS STARTUPS FOR STUDENTS

TWO-DAY WORKSHOP ON “SPSS PACKAGE FOR BUSINESS STATISTICS”

OBJECTIVE: DATA ANALYSIS AND INTERPRETATION VISUAL REPRESENTATION OF DATA ENHANCED PROBLEM-SOLVING SKILLS CHIEF GUEST & RESOURCE PERSON: WE WERE HONORED TO HAVE MR. MOULIESWARAN D AS THE CHIEF GUEST FOR THE OCCASION. HIS PRESENCE ADDED IMMENSE VALUE TO THE EVENT. THE KEYNOTE SESSION WAS DELIVERED BY MR. MOULIESWARAN D, QA/ANALYTICAL TRAINER AND SENIOR BUSINESS ANALYTICS TRAINER AT ARIVUPRO SKILLS. HE SHARED INVALUABLE INSIGHTS INTO THE WORLD OF BUSINESS ANALYTICS, PROVIDING THE AUDIENCE WITH A DEEPER UNDERSTANDING OF KEY CONCEPTS AND TRENDS IN THE INDUSTRY. KEY HIGHLIGHTS: INTERACTIVE Q&A SESSION WITH PARTICIPANTS HANDS-ON DATA ANALYSIS DATA VISUALIZATION AND REPORTING



Activi

MBA CAREERS IN THE ERA OF AI, STARTUPS, AND SUSTAINABILITY

OBJECTIVE: INNOVATION AND PROBLEM SOLVING MARKET DISRUPTION DATA UTILIZATION CHIEF GUEST & RESOURCE PERSON: WE WERE HONORED TO HAVE MS. SACHANA .C AS THE CHIEF GUEST, WHO SHARED VALUABLE INSIGHTS. THE KEY NOTE SESSION WAS DELIVERED BY MS. SACHANA .C, ASSISTANT PROFESSOR, SURANA COLLEGE BANGALORE, WHO ELABORATED ON CAREERS IN THE ERA OF AI, STARTUPS AND SUSTAINABILITY. KEY HIGHLIGHTS: INTERACTIVE Q&A SESSION WITH PARTICIPANTS FOCUSES ON MORE INNOVATION TO BUILD INTEREST TOWARDS STARTUPS FOR STUDENTS



TRAINING SESSION ON SKILL ENHANCEMENT

THE DEPARTMENT OF MANAGEMENT STUDIES SUCCESSFULLY ORGANIZED A TRAINING SESSION ON SKILL ENHANCEMENT ON 17TH JUNE 2025, FEATURING ESTEEMED RESOURCE PERSONS MR. MAHESWAR AND MR. RAJESH H H FROM M/S. IMARTICUS LEARNING. STUDENTS GAINED VALUABLE INSIGHTS INTO CAREER-ORIENTED SKILLS, INDUSTRY EXPECTATIONS, AND PROFESSIONAL DEVELOPMENT. A BIG THANK YOU TO OUR SPEAKERS AND PARTICIPANTS FOR MAKING THE SESSION IMPACTFUL!

